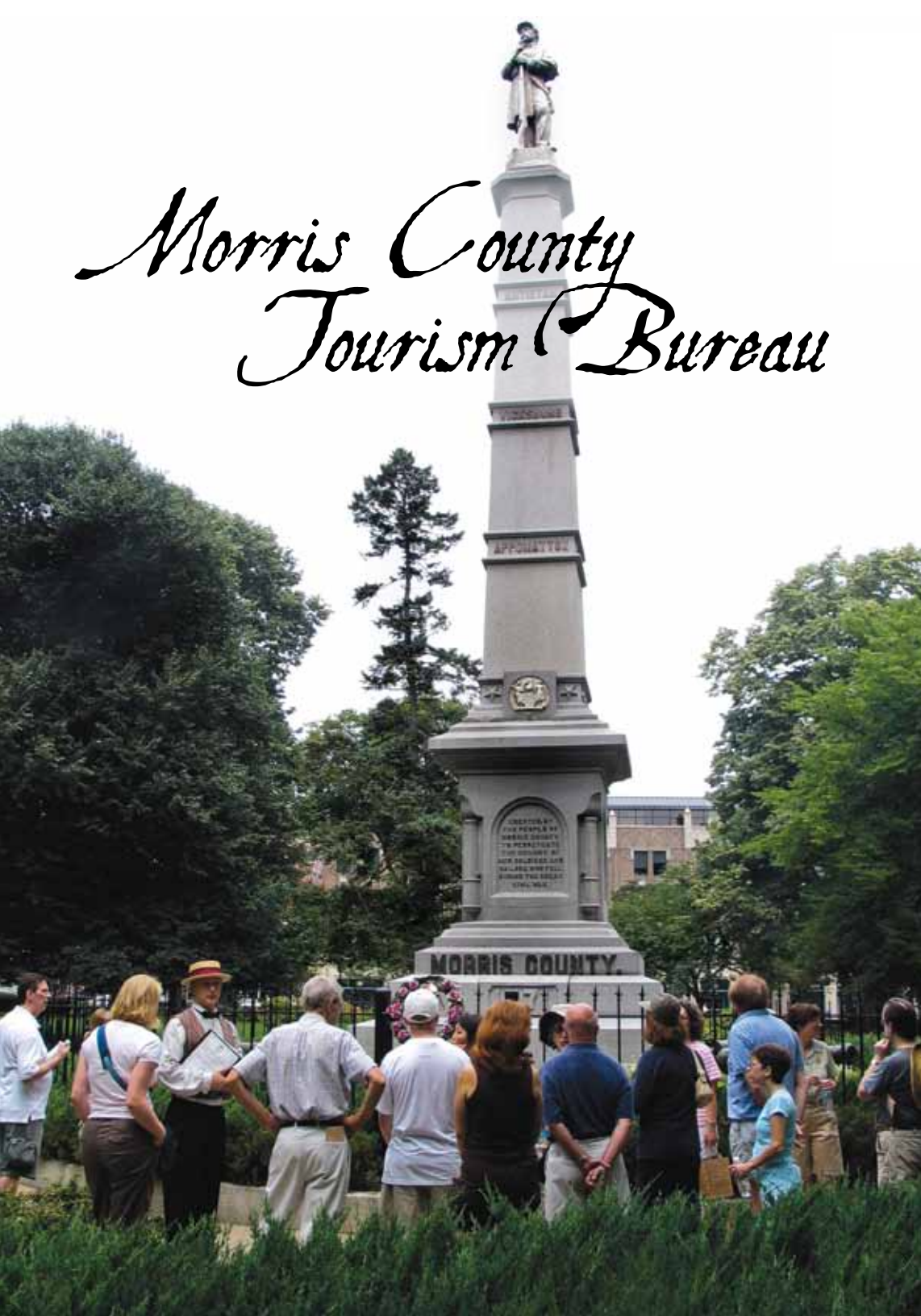
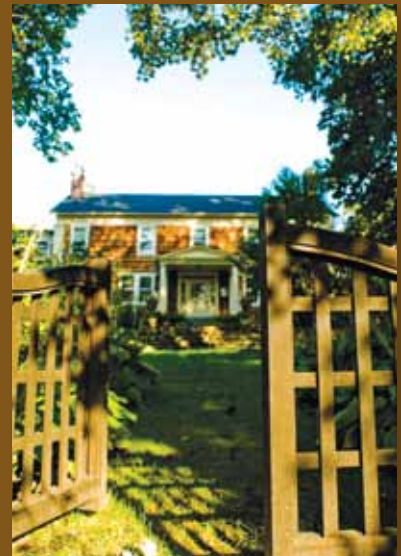


Morris County Tourism Bureau



2010
Year End Report





Letter from Executive Director, Leslie Bensley

2010 was a memorable year for us at the MCTB and it is with great pleasure that I share with you our first annual review. Since 1997 our goal has been to “spread the good news” about the treasures of Morris County and this year we did just that. We began the year by introducing a new print and television advertising campaign that invites you to **Discover the Character of Morris County**. It’s visually stunning and features many of our tourism partners and local attractions. In April, we honored author John T. Cunningham at our first Heritage Gala. This summer our historical walking tours were sold out, and as we close out the year, we have debuted an impressive collaborative marketing campaign with Discover Jersey Arts, the Stickley & Newark Museums and the New Jersey Division of Travel and Tourism. We hope you’ll make Morris County a destination in 2011!



Leslie Bensley

What is a Destination Marketing Organization?

A DMO is an organization involved in the business of increasing tourism to a destination by creating a strong brand identity.

The Role of a DMO

1. Tell the destination story
2. Provide a platform for local stakeholders to benefit from increased visitation
3. Stimulate visitor spending
4. Inform private and public development decisions
5. Spearhead a consistent brand message for tourism partners

Our Mission

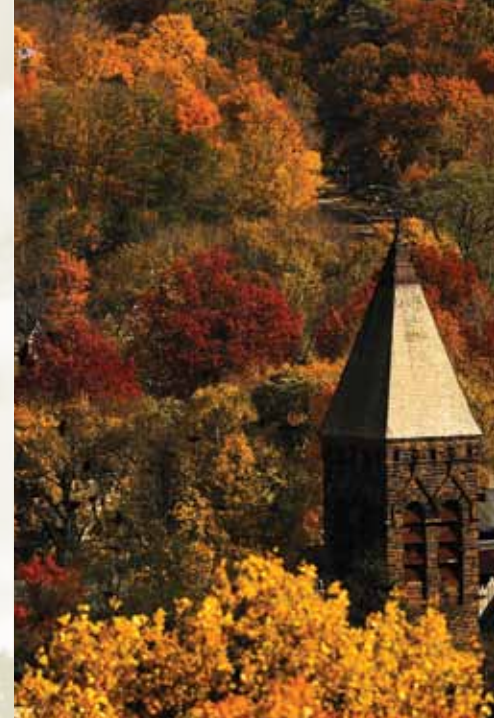
The Morris County Tourism Bureau is a non-profit, 501(c)(3) destination marketing organization that positively affects the economy of Morris County by promoting the area’s exceptional historical, cultural and recreational opportunities to residents and business owners across the tri-state area, business travelers and tourists from around the world.

Our Vision

To make the Morris County Tourism Bureau (MCTB) a financially stable and competitive destination marketing organization in order to deliver enhanced tourism services. In turn, this will generate more revenue and increase tourist visitations to, and interest in, Morris County.

Development of Branded Logo and Tagline

The MCTB underwent a major name change in 2009 which stimulated a need to create a new brand logo and tagline –
Morris County is NJ’s Great American Getaway!



“I remember very well, very well, when the MCTB opened in 1997 as I was on the Freeholder Board when they authorized the first expenditures. ...There are some you are always very proud of and this is one of them.”

Governor Chris Christie
speaking at the Heritage Gala,
April 16, 2010

“By preserving our historic sites and telling the stories of our state's past, New Jersey will enjoy the rewards of heritage tourism by generating increased revenue as we welcome more visitors.”

Cathleen R. Litvack
 Chair, New Jersey Heritage
 Tourism Task Force

Tourism and Its Effect on the Morris County Economy

Tourism is an economic engine for Morris County!

If tourism did not exist in Morris County, tax authorities around the county would need to generate over \$700 in state and local taxes from each of the 178,000 households in Morris County, in order to maintain the current level of tax receipts.*

* Morris County Economic Impact study, Global Insights 2008.

A 2009 national travel study reveals that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, translating to \$118.3 million each year. The economic impact is clear: cultural and heritage travelers spend an average of \$994 per trip compared to only \$611 for other leisure travelers. Collectively, cultural heritage travelers contribute more than \$192 billion annually to the U.S. economy.*

* The Cultural and Heritage Traveler, 2009 Edition, Mandala Research, LLC



Morris County
 Alliance for
 Tourism



Thomas Nast is credited with creating our popular image of Santa Claus. His illustrations appeared in Harper's Weekly newspapers in the years 1863 -1865.



Home to Four National Historic Landmarks

- ★ Historic Speedwell, where Samuel F. B. Morse and Alfred Vail first successfully demonstrated the electro-magnetic telegraph
- ★ Stickley Museum at Craftsman Farms, home of Gustav Stickley, leader of the American Arts and Crafts Movement
- ★ Morristown National Historical Park, which includes the Ford Mansion where General George Washington was headquartered for 200 days during the winter and spring of 1780
- ★ Villa Fontana, built in 1866, was the former home of 19th century political cartoonist and creator of Santa Claus, Thomas Nast

Top: Villa Fontana

Pictured left to right:

- Historic Speedwell Factory
- Stickley Museum at Craftsman Farms
- Morristown National Historic Park - Ford Mansion



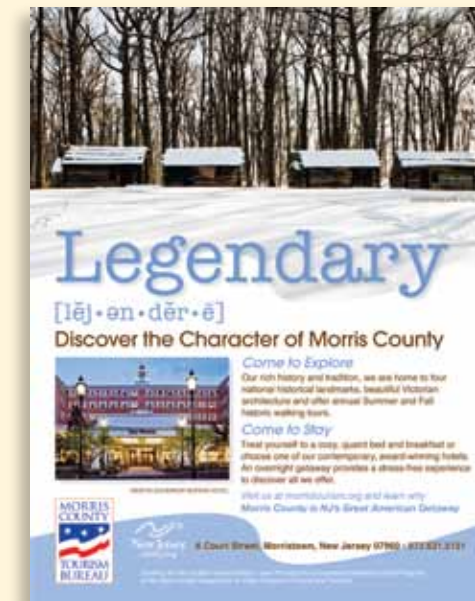
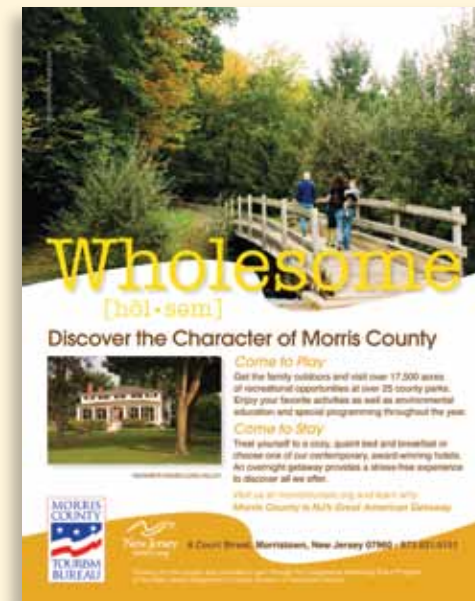
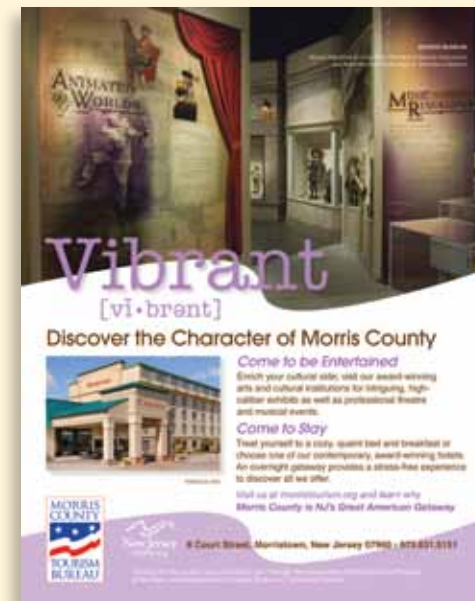


Advertising Initiatives

“NJ’s Great American Getaway” campaign, launched in the spring of 2010, is based on three principles:

- ★ Morris County is home to four National Historic Landmarks
- ★ Morris County is located just 30 miles west of New York City and home to lush parks and rolling countryside
- ★ We offer a unique blend of culture and contemporary flavor, perfect for an overnight adventure

The Bureau’s new ad campaign strengthens and broadens our presence with a series of dynamic ads that focus on natural wonders and historic assets located in Morris County. The series of five full page, full color ads contains copy that highlights specific activities and breath-taking multi-seasonal photography. A strategic element of each ad, the flexible “Come to Stay” inset, reinforces Morris County as an overnight destination. The prominent inclusion of the New Jersey Travel & Tourism logo reinforces the vital partnership between Morris County and the State of New Jersey.



During this past grant year, our print advertising campaign generated nearly 5 million impressions.

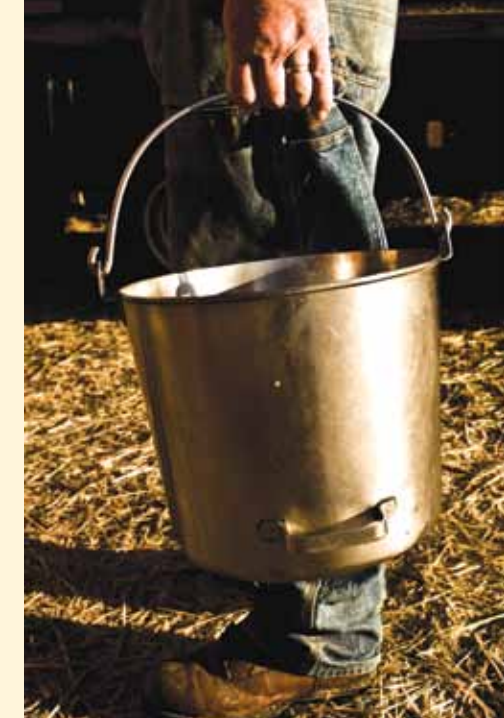
Broadcast Advertising Media

The Bureau took major strides in 2010 to introduce New Jersey and greater New York and Philadelphia metropolitan area residents to the natural wonders, historical and cultural attractions located in Morris County.

A key component was the introduction of our 15 second television commercial seen on NJN Public Television. The commercial was first seen in the spring, in conjunction with the promotion of NJN’s documentary *Morristown: Where America Survived*, which told the story of Morristown National Historical Park. The Bureau followed-up in the fall with a new 20 second television commercial seen on WNET Channel 13.

2010 Broadcast Advertising Success

- ★ 4.8 million Adult 18+ impressions
- ★ 772 direct reader service cards/entries



Programs:

The Bureau promotes hundreds of Morris County events annually



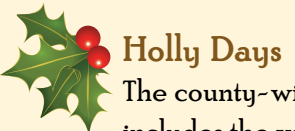
Be Our Guest/National Tourism Week

In celebration of National Tourism Week in May, local historic sites and museums throughout Morris County invite the public to "Be Our Guest" for a day. Participating attractions open their doors and waive their fees, although guests are encouraged to contribute a non-perishable food item for the Interfaith Food Pantry in lieu of the admission fee. The event is sponsored by the Morris County Alliance for Tourism. Typically the county provides a free shuttle bus between sites to ease traffic congestion.



Historical Walking Tours

We produce and conduct an original series of five summer and three fall docent-led walking tours that showcase the county's history. These customer-friendly tours, now in their 13th year, bring to life the rich history, cultural lore and progressive significance of the county. In 2010 all of the tours were sold out.



Holly Days

The county-wide celebration is promoted by the Bureau as a whole, and includes the various holiday programming of our tourism partners that takes place between Thanksgiving with Santa's arrival on the Morristown Green and concludes with the First Night celebration on New Year's Eve.



Revolutionary Times Weekend

We play a key role in the promotion of the county's premiere American Revolution event held within the Crossroads of the American Revolution National Heritage Area each April.

Interactive Elements and Website

Our "New Jersey's Great American Getaway" online campaign generated

- ★ 1,538,930 Adult 18+ Online Impressions
- ★ 3,429 click thrus - .22% click thru rate

Our website, morristourism.org was awarded the New Jersey Governor's 2010 Tourism Award for its new redesigned website. According to the New Jersey State Department of Tourism, www.morristourism.org exemplifies "the best of the state's tourism industry." The award was presented during the 2010 Governor's Conference on Tourism at the Trump Marina in Atlantic City. The award was received for its thoughtful, creative and functional design.

The website highlights the many things to do in Morris County and encourages visitors to plan day and overnight visits to see the county's plethora of award-winning historical, arts and cultural institutions. The website provides overviews of the area's professional theatres, art galleries, museum exhibits, as well as film, performance art and musical events at various venues.

The new website also targets business visitors to Morris County, a major regional business hub, as well as corporate planners and company officials seeking meeting locations with significant historical and cultural offerings.

Some key content elements of the website include:



The website allows visitors to connect with us through Twitter and Facebook, and view videos and photos.

In addition to our website, we engage over 3,000 opt-in readers with our branded e-newsletter, "Mark Your Calendar", which we prepare and send one to two times per month.



"I used your website information to help sell some large national conventions. They needed to know what was in the area. So, I pulled different pieces from your website and included it in my sales proposal. Very helpful, thank you."

Danielle Colombaris,
Senior Account Executive
The Hanover Marriott Hotel,
Whippany



“We believe a unique and functional wayfinding system can market Morris County’s assets, present a friendly image and communicate that Morris County is efficient, organized and is responsive to the needs of business and leisure travelers.”

John Bosio, MERJE

Wayfinding Program

Creating a sense of place is at the core of this program and the design will help unify the visual context of Morris County.

Objectives:

- ★ Create and implement a user-friendly and visible navigational system.
- ★ Increase awareness of Morris County, its many assets and help direct visitors to the various municipalities.
- ★ Strengthen working relationships and foster ties between the County and its visitors and residents.

Philosophy:

- ★ Projecting the most positive first impression for the region
- ★ Establishing brand standards for our historical and welcoming destinations
- ★ Marketing the County’s diverse and unique assets
- ★ Building community and business relationships



Membership, the 2011-2012 Morris County Guide

Membership

We are Morris County’s premier tourism information service and function as an important ally for promoting member organizations and County businesses. Membership provides a unique opportunity for our tourism partners to connect with other Morris County Tourism Bureau Member businesses (150 currently), residents and visitors in our culturally rich and historically prominent county.

Benefits include:

- ★ Leads and referrals
- ★ Free announcement and marketing of all your events
- ★ Visibility to over 50,000 website viewers
- ★ Discounts and professional development opportunities

Morris County Guide

Our Official Morris County Guide is an essential resource for all Morris County residents and tourists, and has a shelf life of two years. It features:

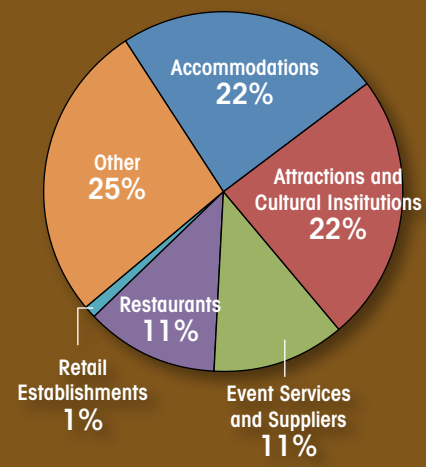
- ★ A complete listing of Tourism Bureau members
- ★ A comprehensive list of Morris County’s top attractions
- ★ Helpful information to improve the visitor experience
- ★ A calendar of annual events
- ★ Suggested tours and itineraries
- ★ Points of Interest maps

Tourism Bureau members and all businesses can place their advertising message in front of 35,000 active consumers interested in learning about your products, services and events.

Partnering with the Tourism Bureau is a cost-effective strategy to reach an educated and culturally diverse audience that lives within, and plans to visit historic Morris County.



MCTB Membership Composition



Become a Morris County Tourism Bureau member and join 150 Morris County member businesses in marketing the County to residents and leisure & business travelers.

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 New Jersey 07960
 973.631.5151
www.morristourism.org

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